



Blinkit data analysis

BUSINESS REQUIREMENT

To conduct a comprehensive analysis of Blinkit's sales performance, customer satisfaction, and inventory distribution to identify key insights and opportunities for optimization using various KPIs and visualizations in Power BI. Data : [Blinkit Grocery Dataset](#)

KPI's Requirements

1. *Total Sales* : The overall revenue generated from all items sold.
2. *Average Sales* : The average revenue per sale.
3. *Number of Items* : The total count of different items sold.
4. *Average Rating* : The average customer rating for items sold.

Chart's Requirements

1. Total Sales by Fat Content
 - Objective: Analyze the impact of fat content on total sales.
 - Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.
 - Chart Type: **Donut Chart**.
2. Total Sales by Item Type
 - Objective: Identify the performance of different item types in terms of total sales.

- Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with item type.
 - Chart Type: **Bar Chart**.
3. Fat Content by Outlet for Total Sales
- Objective: Compare total sales across different outlets segmented by fat content.
 - Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.
 - Chart Type: **Stacked Column Chart**.
4. Total Sales by Outlet Establishment
- Objective: Evaluate how the age or type of outlet establishment influences total sales.
 - Chart Type: **Line Chart**.
5. Sales by Outlet Size
- Objective: Analyze the correlation between outlet size and total sales.
 - Chart Type: **Donut/Pie Chart**.
6. Sales by Outlet Location
- Objective: Assess the geographic distribution of sales across different locations.
 - Chart Type: **Funnel Map**.
7. All Metrics by Outlet Type
- Objective: Provide a comprehensive view of all key metrics (Total Sales, Average Sales, Number of Items, Average Rating) broken down by different outlet types.
 - Chart Type: **Matrix Card**.

